



# National Trust

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*Nature & Sports Euro'Meet 2013,*  
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# Format

- Background to National Trust
- Sport England partnership
  - Reasons why
  - Delivery
- Case Studies
- Questions?



# Background to Sport England

Access

Schools &  
School Games  
Up to £150 million

(Including Education, & Health funding)

Transition  
to Clubs

Whole Sport Plans (NGBs)  
over £450 million 2013-17

- ✓ Focus on 14-25 for relevant sports
- ✓ Payment by results

Rewards

Higher  
Education

Governance

Mid-range/  
Improvement

Facilities  
Up to £250 million

New capital

Further  
Education

Door Step  
Clubs & Get  
On Track

Community  
Sport Pot

Local Investment  
Over £250m

CSPs:  
Volunteering  
Disability

Health pilot

Market  
development

Five Year Investment  
2013 - 2018



# Background National Trust

**Motto** For ever, for everyone

**Formation** 1895

**Status** Charity

**Staff** 5,000

**Volunteers** 70,000

**Purpose/focus** To Look after Places of Historic Interest or Natural Beauty permanently for the benefit of the nation across England, Wales and Northern Ireland

## **Everywhere**

In England never more than 40 minutes away from somewhere looked after by the National Trust

The National Trust is the largest non-governmental landowner in Britain.



# Background National Trust

We look after 300 historic houses, gardens, mills, islands, castles, nature reserves, villages... and pubs.





# Background National Trust

However we also look after 627,000 acres (254,000 hectares) of countryside, moorland forests, farmland, beaches and coastline (720miles).

- 1/4 of the lake district
- 1/5 of the coastline
- Iconic locations.....e.g.. The finish location for the Great North Run (The Leas)





# Conservation & recreation

“Conservation is the careful management of change. It is about **revealing and sharing** the significance of places and ensuring that their special qualities are protected, enhanced, **enjoyed and understood** by present and future generations”

*“I think we want four things. Places to sit in, **places to play in**, places to stroll in, and places to spend a day in”* Octavia Hill Co-Founder 1883





# Activities on our properties



- Almost all properties have a walking offer
  - 1000 downloadable routes
- Multi-use paths



# Why we needed a partner?

- Support with delivery
  - Extra funding
  - Extra staff capacity
  - Sports insight
  - Help with comms/marketing
- 
- Our staff needed
    - Specialist sports skills
    - H&S advice
    - Local sporting contacts
- 
- Our staff have in depth conservation, nature and land management skills to ensure the new sporting events/experiences don't have any negative impact on the environment.





# Why Sport England are working with the National Trust

- **Venues: Informal locations for sport**
  - Huge visitor number - **90 million visits** (To National Trust houses, gardens and countryside in England, Wales and Northern Ireland each year)
  - Sport in stunning landscapes
  - Excellent entry level offer
  - Talk to people not engaged with sport
  - Safe environments
- **Very strong brand**
  - Good marketing and engagement
  - NT Magazine (3rd biggest readership in the country)
  - 4 million members
  - Website – over 1million visits a month
- **Volunteering structure**
  - 70,000 volunteers in 2013
- **Local community delivery**





# New partnership with Sport England – Signed Aug 2012

## •Aims

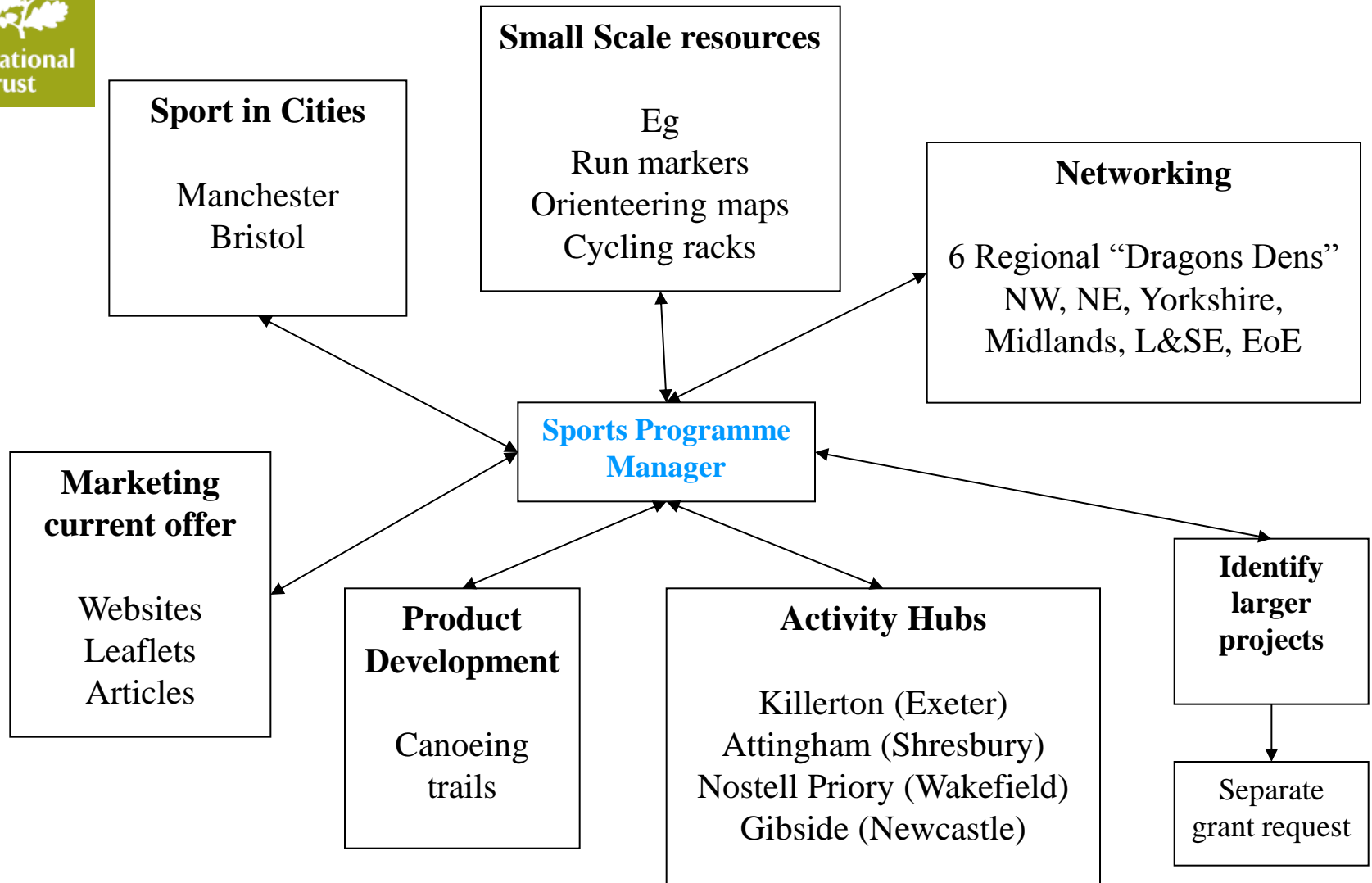
- Helping people discover special places
- Making more of our outdoors offer
- Improving visitor experience
- Changing perception / awareness of our work outdoors



## •Delivery

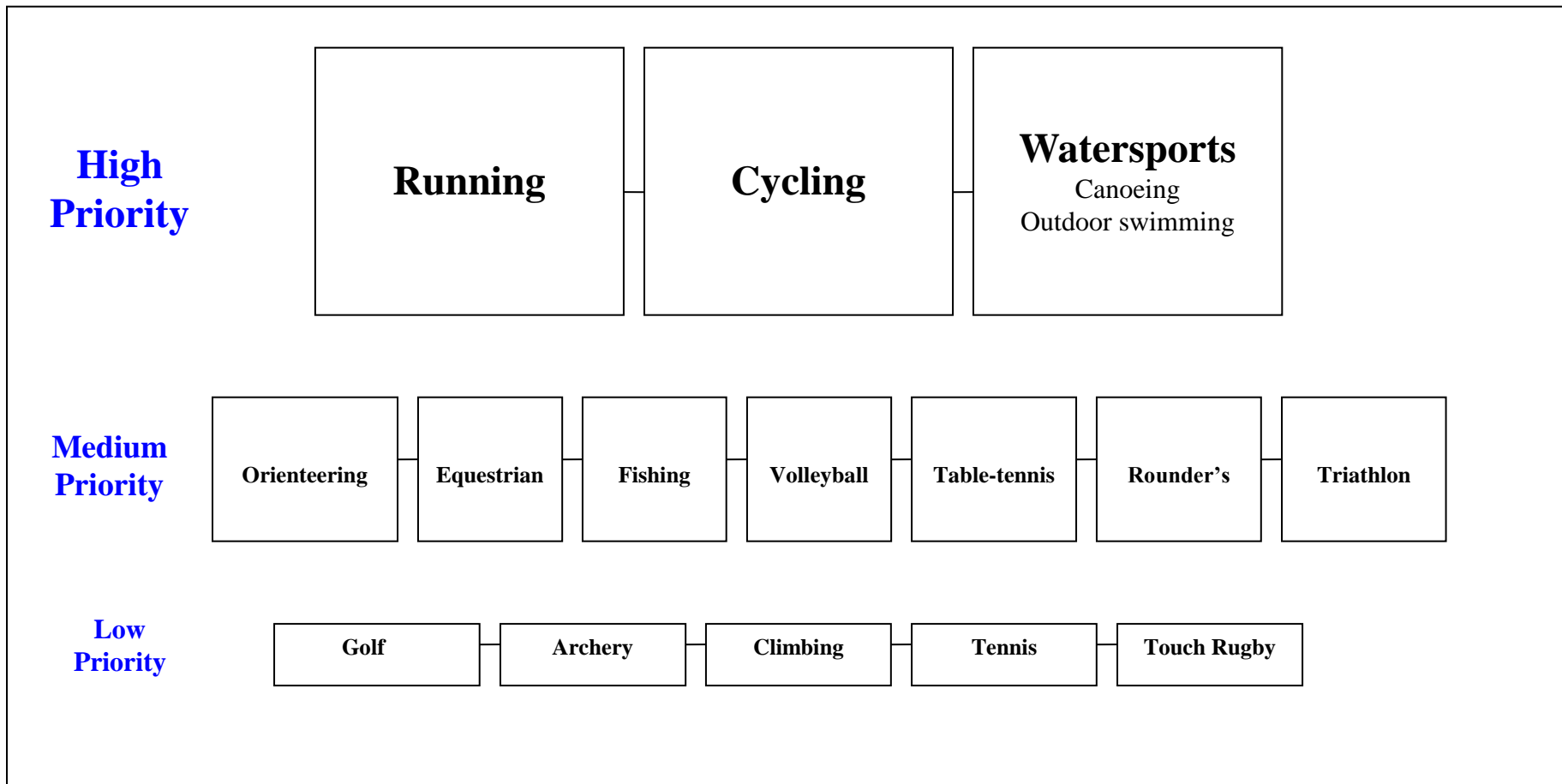
- Sport is the hook
- Increasing sports participation at NT sites
- New events/experiences for existing/new audiences
  - Small scale
  - Regular
- Entry level sport (new or lapsed)
- Partnering with local sports organisations







# Priority Sports



Any sport that fits “the spirit of a place”



# Key principles

- Sustainability
- National Governing Body (NGB) links
- Local Partnerships
  - (linked in with County Sports Partnerships)
- Community need
- Regular rather than once a year
- Aimed at new participants
- Marketing the new products





# Case Studies

- Brownlee Triathlon
  - 1000 competitors and 5000 spectators at Fountains Abbey UNESCO world heritage site
- Cycle trails at Leigh Woods/Ashton Court
  - 6.5km of red and blue graded trails and a skills park in SSSI, Special Area of Conservation (SAC) and Grade 1 Landscape designation.
- parkrun (9 on NT land)
  - Killerton now average 200 runners p/w
- Downloadable canoe trails
  - Salcombe waterproof maps





# Case Studies



- New horse riding route at Alderely Edge
  - Licensed by Natural England in yr 1 to 50 permits
- New running group at Attingham park
  - Engaging 50% non members, attendance 30 p/w
- Canoeing taster sessions at Nostell Priory
  - Way of encouraging people to visit the lake, 20 p/w
- Wild swimming in Shropshire
  - Encouraging people to swim outdoors by removing no swimming signs and working through H&S challenges.



# Map of New Sporting Experiences

Summer 2013



Formby have teamed up with the 'Visit project to create a cycle ride through NT land to Anthony Gormley's "Another Place".



The Great Gibside Sports Day proved a great success with over 1,000 people taking part in a variety of sports.



Dunham Massey hosted a series of free sports taster sessions where families had a go at a variety of sports.

First ever canoeing starter sessions are a hit with visitors at Nostell Priory & Parkland in Wakefield.



New orienteering trails have been set up at Ilam Park in the Peak District.



Rangers work with local mountain bikers and horse riders to improve routes on Long Mynd in Shropshire.



Attingham start their new weekly beginners run group with 35 turning up to take part.

On Your Marks Events teamed up with NT, Stowe School and Stowe Enterprise to hold a triathlon in the grounds of Stowe House and Gardens.

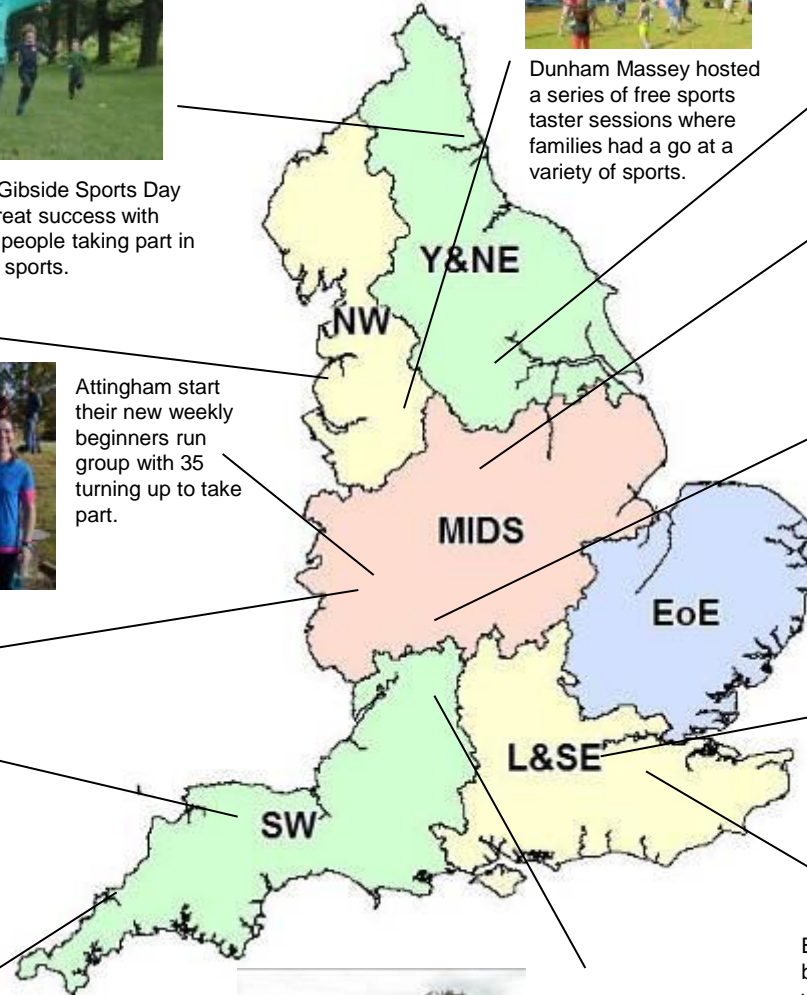


320 riders had an amazing time on some of Exmoor's finest trails, hosted by the NT Holnicote Ranger Team.

Osterley Park and House became the latest property to host parkrun and welcomed 250 runners to the inaugural event.



Now into its 4<sup>th</sup> year, the Big Swim Cornwall took place at Port Gaverne beach.



264 runners take part in the 10km race held at Lackock Abbey in partnership with Relish Running.

Box Hill had its busiest day ever, when 20,000 cyclists ventured up it as part of the new Ride London cycling festival.





# Feedback

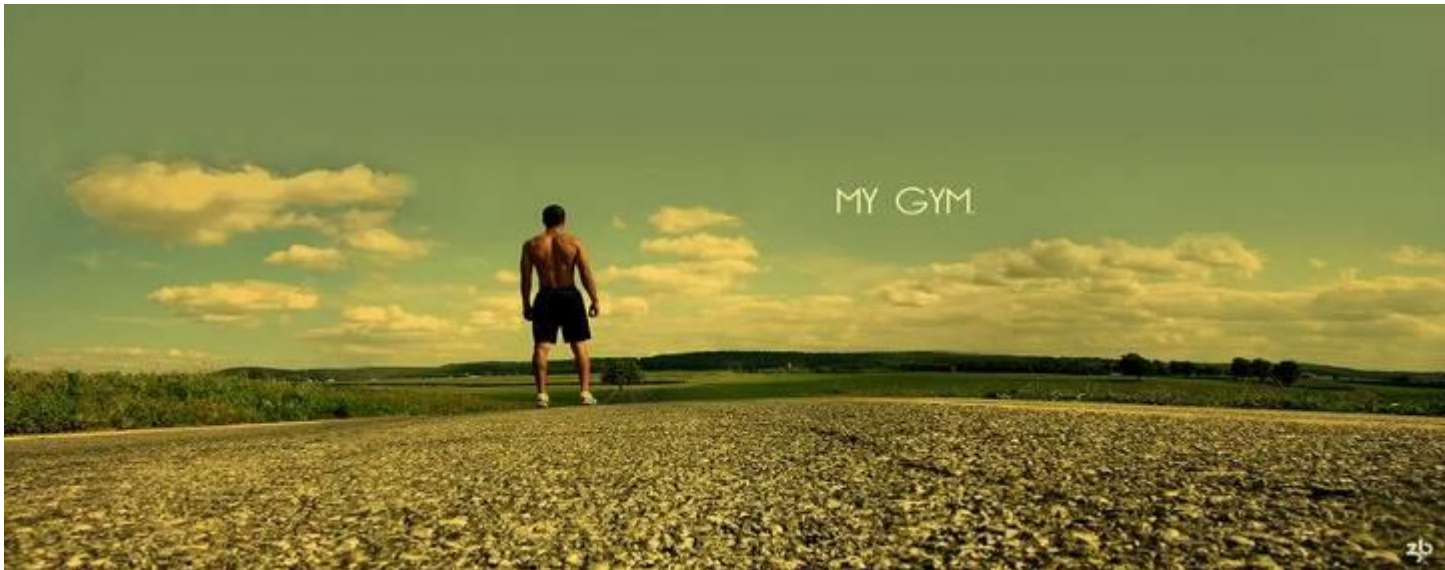
- *Wish the Trust had done this a long time ago..” 10km run*
- *“Loved it.... Will be looking for more opportunities to combine NT and sport” Killerton run*
- *“The place is really thriving. I used to associate the National Trust with middle aged people but now it is buzzing with people of all ages! The future looks good”. Run group at Gibside*
- *“Really impressed with National Trust being up for hosting these races. Want to visit more national trust places as I think I'm missing out!” ½ marathon*
- *“I joined the national trust because of this event” Cycling event*
- *“Great to see the NT being flexible with regard to the usage of their venues and also enabling families to come and join in” parkrun*



# Summary

- More variety of offer for current/new audiences
- Helping people discover special places
- Perception change of the Trust
- Making best use of our locations
- Increasing the number of people engaged in the outdoors
- Its not conservation **or** recreation but a complimentary mix of both

# Questions.....



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# Videos

Trail running magazine

[https://www.youtube.com/watch?v=YzDdmsJtU\\_U&feature=youtu\\_gdata\\_player](https://www.youtube.com/watch?v=YzDdmsJtU_U&feature=youtu_gdata_player)

Canoeing on Derwent water

<https://www.youtube.com/watch?v=rl6BX1YHjUo>

Running Woolacombe

<http://www.youtube.com/watch?v=TymvJzdxS-M>

Swimming

<http://www.youtube.com/watch?v=hhEjAMTj9A0>